

INFORMATION EXCHANGE

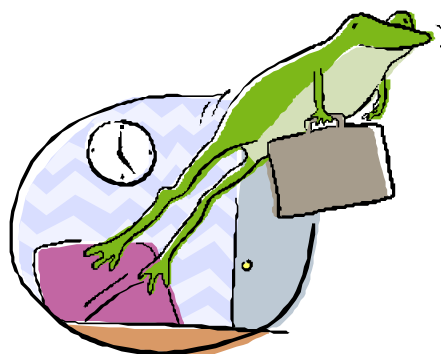
February 2004

Resources for Workforce Development Programs

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Take That Extra Day -



And "Leap" Into ETN Services!

What's so special about Leap Year? Well, you have an extra day this month to take advantage of Employment Training Network (ETN) services!

Whether you need assistance with a program you are currently operating or starting up something new - the ETN is here to help! Our on-call consultants will come to your agency and provide customized training and technical assistance to your staff. We can also assist with consultant fees and travel expenses.

We have a lending library which contains a wide variety of resources on current workforce development topics. Please see Page 6 for our most recent listing.

We can also reimburse travel expenses for you to visit other agencies to gain first-hand knowledge of their operation.

Please call the ETN at (916) 654-8896. (You don't have to wait till February 29th!)



ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS

Workforce Development Update

Capacity Building Unit to Offer Courses Certified for Continuing Education Units

We are happy to announce that the Capacity Building Unit (CBU) of the Employment Development Department Workforce Investment Division will soon be offering Continuing Education Units (CEU) for most of the courses listed in their course catalogue.

A complete list of the courses certified for CEUs will be provided in upcoming *Information Exchange* newsletters, with an expected release date of late March 2004. This will add more value to our capacity building efforts to build essential skills for workforce professionals.

In these times of budget constraints, the CBU is able to provide training in a highly affordable way because you can train teams or departments – any group of 25 or more — without incurring group travel expenses or lost work time due to travel.

The CBU will provide:

- An expert trainer that provides a high-energy, results-driven training session.
- Training geared toward workforce investment organizational needs.
- Training based on methods designed to help adults learn more in less time.
- Training handouts and resource materials.
- Training that is certified for Continuing Education Units.

For a complete listing of all courses currently being offered by the CBU, please visit: www.edd.ca.gov/wiarep/wiacat.htm. For a current schedule of CBU classes, please visit: www.edd.ca.gov/wiarep/wiacal.htm

Central Sierra Regional Economic Forum

February 11, 2004 - Sonora, CA

This is the fourth of nine regional forums being held statewide by the California Regional Economies Project.

The purpose of the project is to develop information that better measures the performance of California's regional economies, including the changes in the region's economic base, and identifies emerging opportunities for future growth.

The Central Sierra Economic Region is defined by the regions of the Strategy Panel, and includes: Alpine, Amador, Calaveras, Tuolumne, Mariposa, parts of the three Workforce Investment Boards. The project is led by a joint committee of members from the California Workforce Investment Board (CWIB) and the California Economic Strategy Panel, with funding by the State Board.

For registration information please visit www.signup4.net/Public/ap.aspx?EID=YOUT13E. For additional information on the project see www.commerce.ca.gov/economy.

Mark Your Calendars!

Economic Development Information Coalition Regional Forums

February 13, 2004 - Stockton, CA
www.nado.org/meetings/forums.html

California Workforce Association (CWA) - All Youth Conference

February 17, 2004 - Palm Springs, CA
www.calworkforce.org

National Association of Workforce Boards (NAWB) Forum 2004 - A Skilled Workforce, A Stronger Economy

March 14-16, 2004 - Washington, DC
www.nawb.org/forum2004/default.asp

California Workforce Association (CWA) - Annual Spring Conference

April 5-7, 2003 - San Diego, CA
Calworkforce.org

Labor Market Publications

2003 County Snapshots Now On-line

We are pleased to announce the publication of the 2003 County Snapshots. Introduced in 2000, this product provides a summary of local economic conditions, focusing on recent trends. In addition to highlighting growth industries and occupations, the 2003 issues also detail labor force participation and job distribution, and includes information on:

- * California's economic index
- * County and city population
- * WIA allocations
- * Local, state, and national Internet resources.

Currently, the County Snapshots are an on-line product only available at www.calmis.ca.gov/htmlfile/subject/cosnaps.htm.

Introducing the New California Labor Market Review

The California Labor Market Review is a new monthly publication designed to assist government and private industry customers in analyzing California's business climate.

The EDD/LMID will release this report during the week following their monthly data release. A schedule of their monthly data release is on-line at www.calmis.ca.gov/htmlfile/release.htm. The first issue of the California Labor Market Review can now be accessed at www.calmis.ca.gov/file/1fmonth/CaLMR.pdf.

The new report contains key data previously provided in two discontinued reports, the Labor Market Conditions in California and the California Labor Market Bulletin. The new report also includes additional labor market analysis.

Have You Seen the California Regional Bulletin?

Did you know that each Friday, the Employment Development Department Labor Market Information Division (EDD/LMID) produces a synopsis of the economic news affecting labor markets in California? The "California Regional Bulletin" is only two pages in length but covers the entire State each week.

You can view the Bulletin on-line at www.calmis.ca.gov/SpecialReports/EconomicBulletin.pdf.

Youth Assistance

50 Youth Stories--All Youth..One System

This publication was compiled by the California Youth Council Institute (operated by the California Workforce Association and New Ways to Work) and tells the story of California's 50 Workforce Investment Boards and Youth Councils by providing a snapshot of the initiatives and activities underway in the Spring of 2003.

Like its companion, *50 Stories, One System*, it reflects the complexity and diversity of the locally-based workforce development system in California: urban and rural; north, central, coastal, and south; youth who are growing into adulthood in all kinds of cultural, economic and educational environments.

The publication also tells the story of people and institutions throughout the State who care about young people and their success, and who are taking action as a result of that commitment.

This publication can be accessed by visiting the following website: www.nwww.org/50%20YOUTH%20Stories.pdf

Worthy Web Sites

www.workforcetools.org/free_online_courses.asp - Workforce Tools of the Trade free on-line training and resources.

www.nawb.org/asp/wibmarketing.asp - Information, tips, and tools to the workforce field in the area of marketing provided by Celina Shands of Full Capacity Marketing, Inc.

www.ConfidenceCenter.com - Resources for HR managers and business owners who want to improve employee morale and performance.

www.davecarey.com/order.html - Free E-newsletters published by Dave Carey. *Collaborations* - Topics have included leadership, trust, performance evaluations, teamwork, group dynamics, and life balance. *The Ways We Choose* - Issues discussed have included procrastination, emotional intelligence, bullies in the workplace, and optimism.

Exemplary Programs

Oxnard College Project EASEL Continues to Break the Mold!

Easy Access to Successful Education and Life (EASEL), a pilot TANF project, has served the Oxnard College Job and Career Center (JCC) One-Stop customers since August 2001.

Project EASEL was developed to address needs and barriers for CalWORKs and Workforce Investment Act (WIA) clients by targeting the root of issues faced by these participants. It was discovered that many of these individuals have undiagnosed learning disabilities. The National Institute of Health defines Learning Disability (LD) as “a disorder that affects people’s ability to either interpret what they see and hear or to link information from different parts of the brain.” Individuals with learning disabilities often have developmental speech, language and academic skill disorders.

The EASEL project includes providing initial screenings for learning disabilities, assessing college readiness, exploring career opportunities, providing an orientation to college life, and support systems and services to enable success. The project’s curriculum focuses on self-esteem building, vocational assessment, orientation to college life, and self-empowerment training. EASEL also provides an informal network of peer support for the students, which often replaces the lack of support from family members and friends.

The success of this program was the result of bringing together both educational experts and WIA and CalWORKs service providers to work in concert with the individuals through the process. EASEL further broke the mold with a new philosophy - the approach that a participant could no longer afford to have personal problems “fixed” before attempting vocational training. Instead the EASEL approach provides training in conjunction with necessary supports. The counselors at both Oxnard College and JCC establish a firm relationship of trust between themselves and the students from the very beginning.

The implementation of Project EASEL began in August 2001. Of the enrolled clients, 54% were screened for learning disabilities. Of those screened 82% needed the next level of testing to determine if they had a significant learning disability. The final results of the study showed that one out of every four students for EASEL completed the academic year with a 3.0 GPA or higher. College retention rates for EASEL participants (85.32%) exceeded the campus average (66%) as reported in 1999. The WIA, CalWORKs and college staff reported positive transformation

in the self-esteem and confidence in almost all of the students. EASEL is viewed to be a success in supporting the vision of JCC - “Together we bring hope and improve lives.”

For further information about this very successful project, you may contact Larry Kennedy, Center Director, at (805) 986-7352 or email at larry.kennedy@mail.co.ventura.ca.us.

Cedars-Sinai Career Ladder Program Aids Nursing Shortage

Cedars-Sinai Health System Career Ladder Program formed a successful partnership with the LA City Workforce Investment Board in an effort to alleviate California’s severe nursing shortage.

The program provides training to Cedars-Sinai Medical Center and Kaiser West L.A staff and eligible community participants to become Licensed Vocational Nurses (LVNs) and Registered Nurses (RNs) with funding provided by Workforce Investment Act (WIA) Governor’s Discretionary funds. Cedars - Sinai contracted with Santa Monica College to provide RN training, and Los Angeles Trade Technical College to provide LVN training. Effective January 30th Cedars-Sinai Medical Center will initiate an accelerated LVN to RN training program in collaboration with L.A.Valley College.

The program features:

- * Candidate assessment for readiness or additional pre-program preparation;
- * Preparation, training, and education are provided based on the results of an education needs assessment;
- * Customized educational plans are developed for each participant.

The collaboration resulted in both colleges significantly expanding the capacity of their nursing education programs to accommodate hospital employees, underserved individuals from the community, and individuals on long waiting lists to enter various nursing programs. It’s a win-win situation for students, the healthcare industry and the community.

Please contact Jane Swanson, PhD, RN or JoAnn Whitaker, RN, at (310) 423-0288 for additional information.

Center For Regional Employment Strategies - Improving Public Policy with Industry/Labor Market Information

The Center for Regional Employment Strategies (CRES) provides *real-time* regional industry and labor market information through applied research and analysis, in order to improve public policy, service delivery and community-based initiatives affecting working families.

Working with its partners, including Workforce Investment Boards (WIBs), Community Based Organizations (CBOs), unions, other governmental entities, and economic development organizations, CRES ensures that research findings are directly implemented through strategic action plans at the ground level. CRES's analysis is based on a strategic understanding that industries and occupations change in response to competition, technological transformations, and broader economic factors. Action plans focus on high wage jobs that meet employer needs and benefit employees and their families, as well as the regional economy.

In June of 2002, CRES was awarded a two-year grant from the Governor's Workforce Investment Act (WIA) 25% Discretionary Funds for the development of a community/regional audit for the Los Angeles regional economy. CRES is pleased to be in partnership with EDD's Labor Market Information Division which provides CRES with special access to industry and labor market data at the State, County, City and even, WIB-specific area level.

The main objective of the community/regional audit is to establish a comprehensive tracking system of local industry activity as well as ongoing changes, which will provide guidance to local WIBs, workforce development organizations, and unions in their effort to respond effectively to the intensely dynamic nature of our region's economy.

Specifically, the CRES community/regional audit monitors and tracks:

- Job growth/loss—by industry and occupation
- Impact of/changes in technology
- Mergers/acquisitions
- Shocks to the economy
- Macro trends such as recessions and globalization
- Skill shortages
- Training programs

Current products now available on CRES's web site at www.cresla.org include:

Bi-Monthly Reports: On the Regional Economy. These reports include tracking of which industries are adding/losing jobs, wages, company productivity, and presentation of other data and economic analysis.

Special Focus: Highlights a specific industry or important economic issue. Past reports have focused on the airline sector, aerospace sector and public sector layoffs. Look for CRES' upcoming special focus on the "California Business Climate: Beyond the Rhetoric".

Quick Facts: Answers important questions about the regional economy in an accessible and easy-to-understand way. For example, how many workers are there in LA County? How many are unionized? What is the average wage for a worker in California? The U.S.? Check out CRES's Quick Facts and find out!

Industry Reports: Detailed, in-depth reports on significant industry sectors. Current industry report is on the supermarket industry. Entertainment report coming soon...

In addition to the above-mentioned reports and interactive databases on the Los Angeles County regional economy, CRES can provide similar information and analysis for any California-based WIB, City or County area.

Please e-mail Goetz Wolff, CRES Director, at gwolff@cresla.org or call him at (213) 637-1444, ext. 14. Visit CRES at their web site at www.cresla.org.

More Promising Practices

As reported in the December issue of the *Information Exchange*, the Employment Development Department (EDD) recently launched the Workforce Development Promising Practices web site. This web site, located at www.edd.ca.gov/wiarep/wiappt.htm, provides a forum for local practitioners to exchange experiences, approaches, strategies, techniques and resources that have made their programs successful. The next edition of Workforce Development Promising Practices has now been added to the web site. The most recent practices will be dated 12-03 for December 2003.

If you have any questions or comments regarding the Promising Practices web site, send them to wdforum@edd.ca.gov.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

MOTIVATION

The Ways We Choose, Lessons for Life from a POW's Experience, Bookpartners Inc. (J2252)

Attitude: A Little Thing that Makes a Big Difference, Provant Media (Video) (J2195-AV)

100 Ways to Motivate Yourself, Change Your Life Forever, Second Edition, Career Press (J2167)

The Power of Positivity, 80 Ways to Energize Your Life, SkillPath Publications (J2129)

1,001 Ways to Reward Employees, Workman Publishing (J2125)

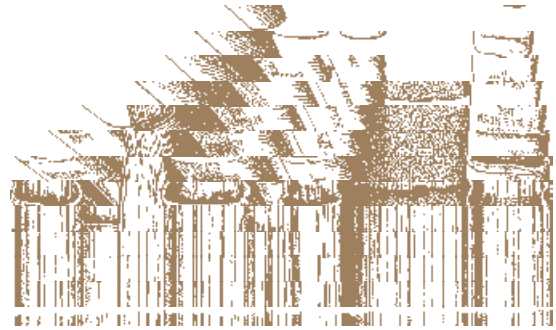
1,001 Ways to Energize Employees, Workman Publishing (J2124)

The Positive Power of Praising People, Thomas Nelson Publishers (J1426)

SELF-SUFFICIENCY

I Can Manage Life, Learning How to Make Major Life Choices and Decisions, Second Edition, JIST Works, Inc. (J2068)

Are You Better Off Working?, Revised Edition, Curtis & Associates, Inc. (Video) (J2010-AV)



JOB RETENTION

Communicating Hope for Job Retention and Advancement, Curtis & Associates, Inc. (Video) (J1955-AV)

Take this Job and Thrive, 60 Ways to Make Life More Rewarding in Today's New Workplace, Impact Publications (J2170)

1,003 Practical Ways to Keep Up, Stand Out, and Move Ahead at Work, JIST Works, Inc. (J2064)

GOALS

How to Set and Achieve Goals, Getting Focused and Motivated to Take Immediate, Effective Action, CareerTrack Publications (Video) (J1621-AV)

CASE MANAGEMENT

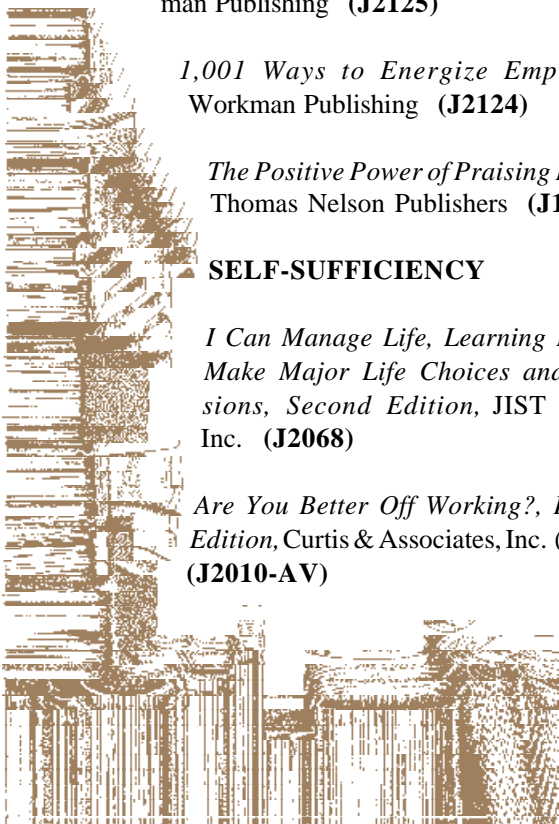
Case Management for the Hard-to-Employ, Motivating the Unmotivated, Career Point (Video) (J2206-AV)

Making Case Management Work, Empowering Clients Toward Change, OMTI Professional Development Services (Video) (J1594-AV)

SELF-ESTEEM

Ten Steps to Positive Self-Esteem: Ways to Boost Your Self-Confidence, LINX Educational Publishing, Inc. (Video) (J2194-AV)

Feel Better About You! How to Improve Your Self-Esteem, Cambridge Educational (J2107)



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February 2004

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
2	3	4	5	6
	<div> Adult & Dislocated Worker Performance Management Oakland- (510) 768-4442 </div>		<div> WIA Exit Strategies: Youth Participants Los Angeles County- (213) 738-2705 </div>	
9	10	11	12	13
		<div> California Regional Economies Project- Central Sierra Regional Economic Forum Sonora- www.commerce.ca.gov/economy </div>		<div> Economic Development Information Coalition Regional Forums Stockton- www.nado.org/meetings/forums.html </div>
16	17	18	19	20
	<div> California Workforce Association- All Youth Conference Palm Springs- www.calworkforce.org </div>	<div> Assess with Finesse Oakland- (510) 768-4442 </div>	<div> WIA Exit Strategies: Youth Participants San Jose- (408) 410-1719 </div>	
23	24	25	26	27
<div> Team Building Mother Lode- (209) 754-4242 </div>	<div> WIA Exit Strategies: Youth Participants San Mateo- (650) 802-7543 </div>			

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm

INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK

c/o EDD/WID

PO Box 826880 MIC 69
Sacramento, CA 94280-0001

THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

Information Exchange is published bi-monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - dcoad@edd.ca.gov; Internet site: www.trainingnetwork.org

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.